

VISION

A vision...

...is a statement about what your organization wants to become.

...should resonate with all members of the organization and help them feel proud, excited, and part of something much bigger than themselves.

...should stretch the organization's capabilities and image of itself.

...gives shape and direction to the organization's future.

Visions range in length from a couple of words to several pages.



Caution: Visions too often include highly idealistic phrasing and activities which organizations cannot realistically aspire to.